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A Spotlight on Canada



See Page 17

April 9, 1988

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INSIDE...

BIG TIMES FOR STARWOOD

In addition to a stellar 1988 lineup of top-notch acts at their facility, officials at Nashville's Starwood Amphitheatre have announced the formation of a 33-piece Contemporary Pops Orchestra that will perform in Nashville as well as on the road. PACE Entertainment and a Nashville music impresario have teamed to own and operate the orchestra. See story on Page 5.

NO BEER HURTS PER CAPS

The NCAA's regional basketball tourney sites reported good but not fantastic food and drink per caps for the weekend of March 25-27, partly as a result of the NCAA policy prohibiting sales of alcoholic beverages at the games. AB talked with concessions officials at the four venues, and as could be expected, the mighty hot dog came out as the best seller. See story on Page 15.

NEW RIDE AT WORLDS OF FUN

Faced with the possibility that their park may have reached an attendance saturation point at 1.3 million visitors a year, officials at Kansas City's Worlds of Fun spent \$1.6 million in improvements for 1988 "across the board." The changes are an attempt to create excitement and increased business in all areas of park operation. See story on Page 24.

YANKEES, DON'T GO AWAY

The city of Ft. Lauderdale, Fla., is spending more than \$2 million to make sure the New York Yankees keep their spring training site where it's been since 1962... in their city. New scoreboard, bleacher seats, office building and locker rooms at the 7,500-seat stadium are all a part of the deal. Officials estimate the team's economic impact to the area to be \$26 million a year. See story on Page 12.

BASEBALL OPENER PROMOTIONS

Last week AB reported on the opening day promotions that the American League baseball teams were planning. This week, the National League is highlighted. Parades, pageantry, giveaways and ceremonies top the list of activities. See story on Page 12.

ON AB'S BACK COVER...

What are the emerging trends for carnivals? What will shows need to do to survive in the future? To find out, AB talked at length with four carnival officials who expressed their thoughts of where the industry is headed. Topics from longterm contracts to alternative sites to sponsorships were discussed. See story on Page 40.

Ariz. State Fair Moving Toward October Schedule

By TOM POWELL

PHOENIX — Fair Manager Gary Montgomery will keep moving the dates of his highly successful Arizona State Fair here until all 18 days fall in October.

The dates are earlier this year, from Oct. 23-Nov. 8, and this is deliberate. "We will keep moving until we're out of November," said Montgomery.

"There are two reasons," he explained.

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SERIOUS DISCUSSION — Paul Laing, left, manager of the Erie County Fair, Hamburg, N.Y., is a good listener for Bob Gottschalk, manager of the Kansas State Fair, Hutchinson, at the Mid-West Fairs Assn. meet in Miami, Fla. (AB Photo)

Santa Monica Planning \$21 Mil Pier Revamp

By LISA ZHITO

It took years of preparation, but the Santa Monica (Calif.) Pier will soon get a facelift, to the tune of \$21 million.

Pier Restoration Corp. (PRC), a non-profit group created by the Santa Monica City Council to oversee the project, has ambitious goals for the city-owned pier: in addition to repairing extensive damage caused by storms in 1983, plans call for

the construction of retail, food and amusement facilities; renovation of two historic buildings; and an expanded public events agenda.

The goal is to bring more families to the pier, as well as make it more of a year-round facility, according to PRC Operations Manager Elaine Mutchnik. Currently about three million people visit the pier annually, most of them in the

summer.

To boost year-round attendance, she said, "we're looking for a full-service restaurant with entertainment, breakfast and brunch service, and we're trying to get more entertainment-oriented uses, such as comedy clubs, dance clubs and similar attractions."

Four years in the making, the PRC's

Continued on Page 25



WRESTLEMANIA MADNESS — WWF Champion Randy (Macho Man) Savage, left, meets the press. With him, from left: his manager, Elizabeth; Hulk Hogan, former WWF champ, and Mean Gene Okerlund, WWF announcer. (AB Photo)

Wrestlemania IV Combined Audience Estimate: 7 Million

By MELINDA NEWMAN

ATLANTIC CITY, N.J. — An estimated seven million people saw Randy (Macho Man) Savage claim the World Wrestling Federation (WWF) championship during Wrestlemania IV.

A paid total of 19,011 people witnessed the event live March 27 at the Atlantic City Convention Center, adjacent to Trump Plaza. Another 850,000 seats were available through the 160 closed circuit locations. The remainder watched the four-hour tournament through pay-per-view.

The universe for pay-per-view was a record-setting 11.1 million households, up from last year's 6.5 million. Preliminary surveys indicate a 10.6 percent buy rate for around 1.2 million households, another record. The average household size is said to be four to six people.

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Kingdome Notches 12th Anniversary

The Seattle Kingdome celebrated its 12th birthday on Sunday, March 27, sharing the day with the hoopla of NCAA basketball.

The final game of the men's West Regional basketball tournament was event number 2,128 for Seattle's domed stadium. Spectators at the game pushed the 12-year attendance figure close to 35.2 million.

On March 27, 1976, the doors of the multi-purpose facility first opened to host a crowd of 54,004 for an inaugural celebration.

Director Neil Campbell said the stadium enjoyed an active trade show season during the winter and predicts the venue's calendar will be close to capacity for the remainder of the year.

Several new events are on the books, one of which is the home restoration and remodeling show, July 8-10. It will be the first consumer show hosted during a summer season at the stadium.

Baseball returns to the dome when the American League's Seattle Mariners open their 1988 home season.

Guided 45-minute walking tours, which show visitors behind-the-scenes activity at the stadium, resume on April 18.

Challenges Of...

Continued from Page 9

address system reassured the customers, he said. By 11 p.m., the exchanges were completed, but Rush ducats also had to be adjusted over the next few days. Sinatra moved his date to Sunday, so Rush's one-nighter was switched to Monday.

"We didn't offer them their service charge back from the ticket agency," said Ehrline. "But we did grant them coupons or tokens for parking."

For consumers, the box office is often the "complaint department" for the building, said the panelists. "I have personnel in three areas that may be selling tickets for a rock concert, a gospel show, or a dance recital on the same night," said Goble. "You always cover yourself."

Today, there are few outlets that are "B.C." (before computers), said Dowless. In the past, "you had tickets shipped to you; today, an event can go on sale in 15 minutes, because they are printed on-site."

Box office managers can't just go by the rules; they have to make exceptions in cases. If there is a problem, the seller should go to the supervisor. "We had so many migrant workers in Lakeland because of the orange groves. We often had to make them understand that a date was sold out, even with the language barrier," said Dowless.

Acts with corporate sponsorship deals may request discounts or merchandise giveaways. "One team wanted us to take Coke caps and redeem them for free souvenirs," said Ehrline.

"We had a beer promotion once, where they brought in six caps for a reduction on the price," said Roberts. "So we had all these fans that were drinking from six-packs in the parking lot, with the bottles strewn around. They never did that again, though we walked up 15,000 in one day."

Patrons may hold the arena responsible for what the computerized ticket agency, promoter or other parties do in sales. "A marketing or advertising firm may have these ideas, but we have to carry them out," said Goble.



WWF HONCHOS — Basil DeVito, left, and Michael Ortman, both with World Wrestling Federation, speculated on who would be the WWF champion after Wrestlemania IV, Atlantic City, March 27. The winner was Randy (Macho Man) Savage.

Wrestlemania IV Combined Audience...

Continued from Page 1

"The 11 million figure includes one million unaddressable traps," said Michael Weber, WWF director of media relations. "Those are homes where the people actually have to go pick up the cable box."

Figures on closed circuit locations were still being compiled, although reports seemed to be mixed. Sales at Richfield (Ohio) Coliseum were soft, according to the building's Peter Patton. The show attracted 2,900 people, roughly half the people who attended its last closed circuit Wrestlemania event.

"We had pay-per-view in this area too, so I'm sure that had some effect," Patton said. "The people who were here had a really great time. It was another creative spectacular by Vince McMahon (WWF head)." Tickets were \$15, \$13 and \$9.

At Madison Square Garden, New York City, 15,444 people attended the telecast for a gross of \$345,000. Tickets were \$25, \$20 and \$15. Building officials were pleased with the results, although they added that the show was a late buy.

Capital Centre, Landover, Md., represented buildings somewhat in the middle. Wrestlemania drew a paid audience of 8,596 people, with tickets selling for \$15 and \$9. The gross was \$108,192. The building did not host Wrestlemania III last year.

"We'll continue to offer both pay-per-view and closed circuit," said WWF's Michael Ortman. "There will always be places where you'll have to have closed circuit because pay-per-view isn't available. The percentage will vary depending on the circumstances."

AN EARLY SELLOUT

Tickets at the Convention Center were \$150, \$100, \$50 and \$25. "It sold out three weeks in advance," said Gary Selesner, Trump Plaza's director of advertising and public relations. "We've never had that happen for a boxing match."

According to Selesner, the building staffed the event much as it would for a boxing match. "We have our own security, plus we hired guards from Spectaguard, and 60 Atlantic City policemen."

WWF didn't pay Trump a flat rental for the venue; the building received a small amount from each

ticket sold. "We're in the casino business; that's what we're making our money," Selesner said. "Compared to what we're making in the casinos, the money from the event is insignificant."

For the live event, WWF came to Atlantic City on March 21. "We started stringing lights on Monday and putting up the ring," Weber said. WWF also put up blue draping around the base of the balcony and pink and blue lights to make the arena look more pleasing for the closed circuit and pay-per-view viewers.

The event started right on time and ended 15 minutes early. Through the crowd was enthusiastic, there were no major incidents.

Celebrities participating in the program included Gladys Knight, Vanna White, Bob Uecker and Robin Leach. More than 100 journalists, from as far away as Tokyo, covered the event.

Merchandise moved swiftly from the several stands set up in the building's concourse. Items available were adult T-shirts, \$13; children's T-shirts, \$11; Andre the Giant 5XL T-shirts, \$15; sweat-shirts, \$20; baseball caps, \$10; key tags, \$4; posters, \$5; foam hands, \$8; seat cushions, \$8; Hulk Hogan light switches, \$5, and megaphones, \$3.

Though no merchandise figures were available yet, Weber said the baseball caps sold out before the event started, while the T-shirts were gone before the show was over.

ARA Leisure Services, which handles concessions for the venue, sold the merchandise, although the building received no revenues from novelties except for items sold in its gift shop.

Aquaculture Confab Set For Vancouver

More than 2,000 delegates and 330 exhibit and trade booths will be part of the Aquaculture International Congress and Exposition, to be held at the Vancouver (B.C.) Trade & Convention Centre.

The Sept. 6-9 event is expected to generate more than \$1.6 million in economic spinoffs during its run. The congress has booked 100 percent of its exhibition space. Firms from throughout the world, including Norway, Sweden, Britain and the United States, will participate.

Building Bookings

Entries for the May Building Bookings, to be published in the May 14 issue, must be in the Nashville office by April 30. If you wish for your facility to be included, send your bookings to Amusement Business, P.O. Box 24970, Nashville, Tenn., 37202.

ALEXANDRIA (La.) Rapides Coliseum — local event, 4, 8, 11, 17, 23, 25, 28; flea market, 16, 30; home show, 29.

ANAHEIM (Calif.) Convention Center — boat show, 1-3; conference, 1-3, 26-30; local event, 2, 10, 22, 29-30; trade show, 8-10, 15-17; food show, 8-10; Lupita D'Alessio, 9; meeting, 9, 22-23; art show, 10-11; convention, 15-16, 19-22, 24-26; doll, miniatures and collectibles show, 28-30; crusade, 28-30.

BALTIMORE (Md.) Arena — hockey, 1; soccer, 2, 8, 13, 15; concert, 3; NWA wrestling, 9; speedway ice racing, 23.

BOSTON (Mass.) The Channel — concert, 1, 7, 9, 12; The Lyres, 2; DAVE MASON, 10.

CAPE GIRARDEAU (Mo.) Show Me Center — local event, 2, 6, 9, 16, 20, 23, 30; convention, 7-8, 19; ALABAMA/BILLY JOE ROYAL/EDDY RAVEN, 17.

CLEARWATER (Fla.) Ruth Eckerd Hall — Pinchas Zukerman/Marc Nelkug, 4; Gary Schocker, 5; "Big River," 7-10; European Community Youth Orchestra, 11; Jazz Tap Ensemble, 12; Jerusalem Symphony Orchestra, 16; The Joffrey Ballet, 20-23; THE FLYING KARMAZOV BROTHERS, 24.

COLUMBIA (S.C.) Carolina Coliseum — SESAME STREET LIVE, 6-7; local event, 9; "The Music Man," 12-13; USC Cultural Series, 14; Nureyev and Friends, 19; SANDI PATTI, 22.

COLUMBUS (Ohio) Franklin County Veterans Memorial Auditorium & Convention Hall — local event, 1-2, 4-20; convention, 4-5, 14-21; home show, 7-11; meeting, 19-30; gem show, 30; RANDY TRAVIS, 30.

COMO STATION (Minn.) State Fairgrounds — local event, 4-10, 15-17, 23-24; car show, 15-17; antique show, 22-24; forestry fair, 22-23; sale, 28-30.

DALLAS (Texas) Longhorn Ballroom — Canyon, 1-2; local event, 5-7, 9, 12-14, 19-21, 26-28; CHARLIE DANIELS BAND, 8; DESERT ROSE BAND, 15; JOHN ANDERSON, 22; Cajun festival, 23; REX ALLEN JR., 30.

DAVENPORT (Iowa) RiverCenter — conference, 9; Quad City Symphony, 9, 23; The Chordbuster Barbershop Chorus, 16; "The Importance of Being Earnest," 17; Joffrey II Dancers, 28; GLEN CAMPBELL, 30.

DES MOINES (Iowa) State Fairgrounds — horse fair, 8-10; flea market, 9-10; horse show, 16-17, 22-24; gun show, 16-17; ceramic show, 22-24; local event, 27, 30; swap meet, 30-31.

DUBUQUE (Iowa) Five Flags Center — local event, 1, 4, 11, 18, 25; vacation and outdoor show, 9-10; "A Midsummer Night's Dream," 13; Dubuque Symphony Orchestra, 16-17; flea market, 17; "Music Man," 21-23; antique show, 22-24; Cris Williamson, 30.

FT. PIERCE (Fla.) St. Lucie County Civic Center — Amara Temple Shrine Circus, 1-2; boat and watersport show, 8-10; local event, 14-17; karate, 23; dog show, 29-30.

GREEN BAY (Wis.) Expo Centre — flea market, 2; local event, 6-7; Lipizzan Stallion show, 10; food show, 11, 13, 19; auto show, 15-17; convention, 22-24; trade show, 26-27, 29; dog show, 30.

GREENSBORO (N.C.) Coliseum — "Singin' in the Rain," 7-8; local event, 9, 23; flea market, 9-10; convention, 12; Children's Symphony, 12, 20-21, 26; Kathleen Battle, 15; arts and crafts show, 15-17; carnival, 20-30; wrestling, 23; Greensboro Symphony, 26; trade show, 26-28; SESAME STREET LIVE, 27-30; REBA MCENTIRE, 29.

HARTFORD (Conn.) Civic Center — MICHAEL JACKSON, 1; Whalers hockey, 2, 6-7, 9-10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30; GRATEFUL DEAD, 3-5; Henry Davis, 5; DAVID LEE ROTH, 8; boxing, 8; local event, 8-19; March of Dimes, 22-24; advertising expo, 25-27; convention, 29-30.

HUNTSVILLE (Ala.) Von Braun Civic Center — HANK WILLIAMS JR./BILLY JOE ROYAL, 1; AEROSMITH, 11; GEORGE STRAIT/HIGHWAY 101, 29.

INDIANAPOLIS (Ind.) Indiana Convention Center & Hoosier Dome — convention, 5-18, 27-30; apparel show, 6-8; local event, 8, 23, 25-26; trade show, 15-17; archery tournament, 16-17; conference, 20-23, 26; symposium, 27; seminar, 28; crusade, 28-29. State Fairgrounds — antique show, 1-3, 15-17, 22-24, 29-30; horse show, 2-3, 8-10, 28-30; flea market, 8-10; doll and depression glass show, 9-10; horse sale, 17; Shrine circus, 21-24; auction, 23.

JACKSON (Miss.) State Fairgrounds — horse show, 2-3, 9-10, 23-24; flea market, 2-3; cattle sale, 4; wrestling, 5; AEROSMITH, 6; local event, 6-9, 16; business show, 6-7, 22-24; meeting, 8, 27-28; THE O'JAYS, 9; clothing market, 16-19; TOM JONES, 22; horse auction, 23; DISNEY ON ICE, 27-30.

LAKELAND (Fla.) Civic Center — film, 1; home show, 8-10; local event, 14-16, 22; gun show, 16-17; talent competition, 16-17; AEROSMITH, 19; collectibles show, 29-30.

LANDOVER (Md.) Capital Centre — Bullets basketball, 1, 8, 10, 17, 21, 23; Washington Capitals basketball, 2, 9; BRUCE SPRINGSTEEN, 4-5; DAVID LEE ROTH, 15; WWF wrestling, 24.

LITTLE ROCK (Ark.) State Fairgrounds — meeting, 9; horse show, 15-17; flea market, 23-24; gun show, 30.

MADISON (Wis.) Dane County Exposition Center — livestock show, 7; local event, 8-10; computer swap, 10.

MEMPHIS (Tenn.) Mid-South Coliseum — GREAT ADVENTURES OF THE BIBLE, 1-3.

MIAMI BEACH (Fla.) Convention Center — Ballet Gala with Rudolph Nureyev, 2-3; "The Music Man," 8; Jerusalem Symphony, 12; Emanuel Ax, 13; Carlos Montoya, 15; antique show, 15-17; "Zarzuela," 16-17; DISNEY ON ICE, 19-30; Story Theatre, 22; Isabel Pantaga, 23-24; Community Concert Assn., 28; hunting and outdoor show, 30.

MILWAUKEE (Wis.) Exposition & Convention Center & Arena — Bucks basketball, 2, 6, 9, 11, 20, 22; RUSH, 5; convention, 5, 8, 12-15, 18-24, 27-30; antique show, 7-10; motorcycle swap meet, 8-10; local event, 14-19, 21; DAVID LEE ROTH, 27.

NASHVILLE (Tenn.) State Fairgrounds — wrestling, 2, 9, 16, 28, 30; flower sale, 2-3; gun show, 2-3, 16-17; crafts show, 4-10; local event, 16, 19; fashion show, 17-18; flea market, 23-24; games auction, 30. Tennessee Performing Arts Center — "Cats," 1-3; Circle Players, 1-2, 7-10; local event, 1, 4-8, 11, 13-14, 16, 22, 25-30; TERENCE TRENT D'ARBY, 5; Chamber Theater, 6; Demetrius Alexander, 9; "Little Prince," 11; Southern Gospel Show, 11; Black Gospel Show, 12; Dove Awards, 14; Chamber Orchestra, 16; Raffi, 17; film, 18; Opera Assn., 21, 23; Nashville Ballet, 28-30.

OAKLAND (Calif.) Oakland-Alameda County Coliseum — RV and travel show, 1-3; A's baseball, 2, 4-6, 15-20; Warriors basketball, 5, 8, 11, 16, 20, 22; PINK FLOYD, 22. Paramount Theatre — local event, 2, 16; BURL IVES, 9; Nevada Dance Theatre, 15; Paramount Organ Pops, 16; Ebony Fashion Fair, 17; film, 23.

OKLAHOMA CITY (Okla.) State Fairgrounds — speedway, 1, 22, 29; local event, 3, 8-10, 20-21; livestock sale, 6-9, 15-17; toy and doll show, 9; flea market, 9-10; food show, 9-10; auto show, 9-10; horse show, 9-10, 22-24; farm show, 15-17; gun show, 30; cat show, 30.

PASADENA (Calif.) Center — cat show, 1-2; local event, 10-11, 24, 27; conference, 8-10, 13-14; Ebony Fashion Fair, 13; computer swap, 16; youth choir festival, 23; gem and mineral show, 20-30; Pasadena Symphony Orchestra, 30.

PHOENIX (Ariz.) Arizona Veterans Memorial Coliseum — local event, 10; USA & USSR gymnastic meet, 23. Civic Plaza — Ebony Fashion Fair, 2; DAVID COPPERFIELD, 14; Phoenix Symphony, 15-16, 21-23, 28-29; local event, 16-17; home show, 21-24; Little Anthony, 24; OAK RIDGE BOYS, 30.

PEORIA (Ill.) Civic Center — Rivermen basketball, 1, 3, 7-8; concert, 2; regional competition, 9-10; flea market, 16-17; "Faust," 16; local event, 17, 20, 22-23, 25, 29-30; seminar, 18; Ella Jenkins, 21; conference, 22; Dizzy Gillespie and the Moe Koffman Jazz Show, 23; "St. George and The Dragon," 26; convention, 28; auction, 28-30.

POMONA (Calif.) L.A. County Fair & Exposition Complex — truck show, 7-10; railroad memorabilia, 10; local event, 16; antique auto show, 17; home show, 21-24; horse show, 22-23; computer swap, 23; gun show, 29-30.

PORTLAND (Maine) Cumberland County Civic Center — Kora Temple Shrine Circus, 18-20.

POUGHKEEPSIE (N.Y.) Mid-Hudson Civic Center — THE KINKS, 2; home show, 9-10; MYLON LEFEVRE, 15; WWF wrestling, 21; car show, 22-24.

PROVIDENCE (R.I.) Civic Center — FRANK SINATRA, DEAN MARTIN & SAMMY DAVIS JR., 2; home show, 10-17; WWF wrestling, 23; wedding show, 30.

RICHFIELD (Ohio) Coliseum — Cavaliers basketball, 2, 6-7, 12, 15, 18, 23; Force soccer, 2, 9, 12, 16; DAVID LEE ROTH, 14; TAMMY WYNETTE & RANDY TRAVIS/THE JUDDS, 17; local event, 20, 28-29.

ROCHESTER (Minn.) Mayo Civic Center — rodeo, 1-2; local event, 8-10; concert, 9; antique show, 15-17; "I'm Not Rappaport," 15; Rochester Symphony, 16; home show, 21-24; "The King & I," 22; convention, 23, 29-30; western show, 24; craft show, 29-30; film, 30.

ROCHESTER (N.Y.) War Memorial — DAVID LEE ROTH, 2; Amers hockey, 3; local event, 15; MEGADETH, 24; RINGLING BROS. AND BARNUM & BAILEY CIRCUS, 26-29.

SACRAMENTO (Calif.) Community

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